

SYSTEM AND METHOD FOR SETTING SPECIAL WHOLESALE PRICING FOR RESELLERS

ABSTRACT OF THE INVENTION

A system and method for calculating a special wholesale pricing between a wholesaler and a reseller for a transaction between the reseller and an end-user. A wholesale discount pricing system is provided that comprises: a system for inputting a special pricing request from a reseller, wherein the special pricing request includes a product identifier and an end-user discount the reseller intends on applying to the transaction with the end-user; a product mapping system that maps the product identifier to a set of pricing parameters; and a calculation system that calculates the special wholesale pricing based on the set of pricing parameters and the inputted end-user discount.